



Bubs Australia Limited
ACN 060 094 742
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VIC 3175 Australia

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CORONAVIRUS (COVID-19) UPDATE

WELFARE OF BUBS FAMILY AND SECURITY OF SUPPLY

Melbourne, 18 March 2020: Bubs Australia (ASX: **BUB**) advises stakeholders that the Company has the health and safety of both Bubs employees and the many Australian families who rely on Bubs® products at the forefront of its concerns during these testing times (**Bubs Family**).

"As always, our first concern is for the health and safety of the Bubs Family. For our Bubs Corporate office, we have implemented arrangements to underpin business continuity and the continued health and wellbeing of our people to the greatest extent possible in these testing times," said Mrs. Carr.

The Company has put in place measures to sustain continued security of its supply chain across Bubs® Goat Milk formula and Bubs Organic® Cow Milk formula to meet increased demand from parents anxious to secure supplies of infant milk formula, as well as building inventory to ensure steady future supply to quickly respond to further demand surges.

Bubs Founder and CEO, Kristy Carr said: "We have greatly increased our capacity and are working to expand our inventory cover and meet the supply needs of our retail partners across both goat milk and organic grass-fed cow's milk-based formula, moving to two shifts per day, with capacity to move to three shifts if required.

"Bubs Domestic sales in the most recent half year accounted for about 70 percent of Bubs revenues. Over the last few weeks, we have worked with our retail partners including Coles, Woolworths, Big W and Chemist Warehouse to ensure distribution and continued supply of the newly introduced Bubs Organic 365 days Grass Fed Infant Formula range as well as our existing Bubs Australian Goat Milk infant formula range.

"Meanwhile to assist any Australian family still finding it difficult to access product in their local retail outlet, we have extended our free shipping offer across all orders of baby food and infant formula for any orders made on our own website store; bubsaustralia.com."

Given the Company's vertically integrated model and existing partnerships with Australian packaging manufactures, its supply chain for raw materials has not been impacted to date. Bubs will monitor the position and advise the market should its perspective change.

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Media and Investor Inquiries

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About Bubs Australia Limited (ASX: BUB)

Founded in 2006 in Sydney, Bubs Australia is engaged in the business of inspiring new generations of happy, healthy bubs through its range of super-premium infant nutrition products. Bubs® goat milk and Bubs Organic® grass-fed infant formula ranges, and organic baby food, cereals and toddler snacks cater for all feeding occasions and stages of development from newborn through to childhood.

Bubs Australia is the leading producer of goat dairy products in Australia with exclusive milk supply from the largest milking goat herds in the country. Bubs® is proudly the only infant formula in the world to be based on Australian goat milk.

Products are widely sold in major supermarkets and pharmacies throughout Australia, as well as exported to China, South East Asia, and the Middle East.